

## VENDOR GUIDELINES

SATURDAYS 2019 - June 1-September 7 (9:00am-Noon)

### MIDTOWN MARKET PURPOSE

Midtown Market goal is to build community around food, music, coffee, kid activities, craft items and Anyone wishing to become a vendor must submit an application and be selected through a committee approval process. The Midtown Market is a partnership between the Rockford District and Katie's Cup – both 501(c)3 organizations. It will be held in the RPS 205 Parking Lots.

### HOW DO I BECOME A VENDOR?

A completed application includes an application with a description of product. Vendors wishing to sell food or beverages may be asked to submit samples. To ensure a wide variety of goods at the market, the number of vendors in each product category may be limited. Vendor booths are reserved for vendors with regionally grown or produced products. We do not allow vendors for services, political organizations or campaigns, franchises, third party/direct sales or hostess companies, or not-for-profit organizations. The only exception to this is for businesses or non-profits that benefit the neighborhoods of midtown.

### HOW LOCAL ARE YOUR MARKET VENDORS?

The Midtown Market gives preference to vendors within a 90 mile radius. Local products and vendors receive priority. The event strives to work with local small business owners and entrepreneurs in the area who produce their own products.

### HOW BIG IS THE BOOTH SPACE?

All booths are 10ft x 10ft spaces. Vendors may rent multiple spaces. Spaces are assigned by the market team. Vendors will be charged for multiple spaces if need exceeds 10ft x 10ft.

### HOW MUCH IS THE FEE TO PARTICIPATE?

The fee for each 10ft x 10ft space for each event:

- **Prepared Food Vendor** **\$200.00 for season (\$180.00 before May 1)**
- **Art, Jewelry, and Other Items** **\$150.00 for season (\$135.00 before May 1)**
- **Produce Farmer or Produced Food** **\$100.00 for season (\$90.00 before May 1)**

Applications are to be sent in by May 1 for early bird rates. The market requires a non-refundable payment due with application. Credit Card payment must be made in person at Katie's Cup. Checks are to be made out to Katie's Cup! Full deposit is required for season to reserve your spot.

### IS THERE ELECTRICITY AT THE MARKET?

There is no electricity at this time for vendors. Vendors may supply their own generators but may be subject to noise inspection.

## INCLEMENT WEATHER POLICY

The market is open rain or shine. In the event of extreme inclement weather, such as non-stop rain, hail or high winds, the market manager may decide to close the market for the day via verbal announcement.

## DO I NEED INSURANCE?

At this time the Midtown Market does not require vendors to have liability insurance. Vendors should work directly with an insurance agent to identify their particular needs and obtain the coverage necessary.

## WHAT KIND OF LICENSES/PERMITS DO I NEED?

It is the responsibility of the vendor to obtain and provide to the Midtown Market copies of all licenses and permits required for the sale of the vendor's products at the Market in addition to the basic application.

**Questions/concerns regarding food product regulations and/or licensing should be directed to the Winnebago County Health Department.** Vendors selling food or beverage items or giving samples of these must meet current Winnebago County Health Department food guidelines and have applicable operating permits. Vendors must keep a copy of these permits at their market stall at all times. All Winnebago County health permits must be acquired prior to the event. For more information on health permits, contact Brian Letton at WCHD at 815.720.4115 or [bletton@wchd.org](mailto:bletton@wchd.org).

## WHEN WILL I FIND OUT IF I GOT ACCEPTED?

For those applying for 2019, you will be notified by May 1, 2019 about your space. If you have questions about applying, please contact the Midtown Market at [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com) or 815.558.3169.

## HOW CAN MY NONPROFIT ORGANIZATION GET INVOLVED?

We have a couple of great opportunities for nonprofits and schools to use to promote upcoming events or their organization. If you're a nonprofit organization who would like to promote your organization at the market by being gatekeepers or running an activity booth please see contact us to volunteer.

## HOW ARE CORPORATIONS ABLE TO PARTICIPATE?

We welcome requests for sponsorship opportunities from these leaders of business. For more information on sponsorship, please contact [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com) or 815.558.3169.

## WHAT ARE THE RULES FOR VENDING AT THE MARKET?

If you have additional questions on the market's rules and regulations for vendors, please contact the Midtown Market at [rockfordmidtownmarket@gmail.com](mailto:rockfordmidtownmarket@gmail.com) or 815.558.3169.

## MIDTOWN MARKET IS SPONSORED BY KATIE'S CUP & MIDTOWN DISTRICT

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